REMARKS

Upon entry of this Response, claims 1, 3, 6, 8, 11, and 13 will be amended and claims 4, 9, and 14-15 will be canceled. Thus, claims 1-3, 5-8, and 10-13 will remain pending. No new matter has been added. Support for the change to claim 6 may be found, for example, in FIG. 5 (illustrating delay time information 508) and FIG. 6 (illustrating adjusted "positions" on a display 600) of the as-filed application along with the accompanying descriptions in the specification. Reconsideration of the rejection is respectfully requested in view of the changes made to the claims along with the following Remarks.

The previously pending claims were rejected under 35 USC 103 as being unpatentable over US Patent No. 6,098,065 ("Skillen") in view of US Publication No. 2007/0022010 ("Blaser") and US Publication No. 2005/0096983 ("Werkhoven").

As amended, claim 1 recites that advertising information is received at a user device along with (1) an advertising rule, (2) default location information, and (3) time delay information associated with that advertisement. The user device locally determines contextual information associated with remote information being accessed by a user (e.g., keywords on a web page he or she is viewing). Based on the contextual information, supplemental information about the user, and the received advertising rule, it is determined that the advertising information will be displayed and a delay period is initiated. After the delay period, the advertising information is displayed at a locally calculated location on the computer screen. Note that the calculated location represents a locally generated adjustment to the received default location. Such and approach may, for example, let the user realize that the advertisement is not being received from the web site he or she is viewing and/or may improve the effectiveness of the advertisement. Specification at page 11, line 20 to page 12, line 3.'

Applicants respectfully suggest that none of the references, taken alone or in combination, disclose or suggest "locally and dynamically calculating an adjusted screen display position, wherein ... the default location is adjusted along at least one of the x or y axis" as is

now recited in claim 1. In particular, Werkhoven does not receive a default location for an advertisement from a remote controller and then adjust that default location to a new position.

The remaining claims depend from claim 1 (or recite similar limitations) and should therefore be allowable for at least the same reasons.

Moreover, claim 11 as amended now recites that the supplemental information about the user (which is used to trigger the display of the advertisement) includes a local determination about "products previously advertised to the user." For example, such an approach might avoid giving a user ten advertisements for the same product in a single day. Specification at page 9, lines 12 to 14. Applicants respectfully submit that none of the references disclose or suggest such a feature, and this is an additional reason why claim 11 (and claims 12-13 dependent thereon) should be allowed.

C O N C L U S I O N

Accordingly, Applicants respectfully request allowance of the pending claims. If any issues remain, or if the Examiner has any further suggestions for expediting allowance of the present application, the Examiner is kindly invited to contact the undersigned via telephone at (203) 972-0191.

Respectfully submitted,

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    Date

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